

Rep Order# 8841952 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 36949

Printed: 08/10/2012 9:34 AM  
Last Received: 08/10/2012 7:46 AM  
Showing Buylines: All Lines

1 of 11

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 09/26/2012 - 10/02/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FOR US SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

DEBORAH  
PLEASE SEE REVISION TO LINES 1,3,5-7,9-13,15-17,19,21-29,31,  
33 & 36-64...  
ADD LINE 65 TO SCHEDULE...  
REVISED ORDER TOTAL IS \$77265/ 95 SPOTS  
PLEASE CONFIRM  
THANKS  
GREG

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F	5A-6A		:30	\$225.00	09/26-09/28	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	2	M-TU	5A-6A		:30	\$185.00	10/01-10/02	4	1	4	\$740.00	
				Buyline Comment: 5A NEWS								
	*3	W-F	6A-7A		:30	\$245.00	09/26-09/28	3	1	3	\$735.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	4	M-TU	6A-7A		:30	\$250.00	10/01-10/02	4	1	4	\$1,000.00	
				Buyline Comment: 6A NEWS								

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	*5	W-F	7A-9A		:30	\$150.00	09/26-09/28	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*6	M-TU	7A-9A		:30	\$165.00	10/01-10/02	3	1	3	\$495.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*7	W-F	9A-10A		:30	\$250.00	09/26-09/28	4	1	4	\$1,000.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	8	M-TU	9A-10A		:30	\$275.00	10/01-10/02	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
	*9	W-F	10A-11A		:30	\$1,000.00	09/26-09/28	2	1	2	\$2,000.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*10	M-TU	10A-11A		:30	\$400.00	10/01-10/02	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*11	W-F	11A-12P		:30	\$500.00	09/26-09/28	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								

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---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	*12	M-TU	11A-12P		:30	\$1,925.00	10/01-10/02	1	1	1	\$1,925.00	
				Buyline Comment: YOUNG & RESTLESS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*13	W-F	12P-1230P		:30	\$225.00	09/26-09/28	3	1	3	\$675.00	
				Buyline Comment: NOON NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	14	M-TU	12P-1230P		:30	\$275.00	10/01-10/02	2	1	2	\$550.00	
				Buyline Comment: NOON NEWS								
	*15	W-F	1230P-2P		:30	\$900.00	09/26-09/28	1	1	1	\$900.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*16	M-TU	1230P-2P		:30	\$1,315.00	10/01-10/02	1	1	1	\$1,315.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								
	*17	W-F	2P-3P		:30	\$350.00	09/26-09/28	2	1	2	\$700.00	
				Buyline Comment: TALK - CBS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	18	M-TU	2P-3P		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
				Buyline Comment: TALK - CBS								
	*19	W-F	3P-4P		:30	\$325.00	09/26-09/28	4	1	4	\$1,300.00	
				Buyline Comment: ELLEN								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	20	M-TU	3P-4P		:30	\$375.00	10/01-10/02	2	1	2	\$750.00	
				Buyline Comment: ELLEN								
	*21	W-F	430P-5P		:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								
	*22	M-TU	430P-5P		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*23	W-F	5P-630P		:30	\$375.00	09/26-09/28	6	1	6	\$2,250.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								
	*24	M-TU	5P-630P		:30	\$400.00	10/01-10/02	4	1	4	\$1,600.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*25	W-F	630P-7P		:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*26	M-TU	630P-7P		:30	\$325.00	10/01-10/02	2	1	2	\$650.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								

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Salesperson Phone# 202-872-5880  
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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*27	W-F	7P-8P		:30	\$325.00	09/26-09/28	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDE ED								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*28	M-TU	7P-8P		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
				Buyline Comment: ET/INSIDE ED								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*29	W-F	11P-1135P		:30	\$1,550.00	09/26-09/28	1	1	1	\$1,550.00	
				Buyline Comment: 11P NEWS								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								
	30	M-TU	11P-1135P		:30	\$500.00	10/01-10/02	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	*31	W-F	1135P-1235A		:30	\$200.00	09/26-09/28	0	0	0	\$0.00	
				Buyline Comment: LETTERMAN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	32	M-TU	1135P-1235A		:30	\$200.00	10/01-10/02	2	1	2	\$400.00	
				Buyline Comment: LETTERMAN								
	*33	M	8P-9P		:30	\$1,600.00	10/01-10/01	0	0	0	\$0.00	
				Buyline Comment: MOTHER/BROKE								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	34	M	9P-10P		:30	\$2,200.00	10/01-10/01	1	1	1	\$2,200.00	
				Buyline Comment: 2.5MEN/MIKE								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	35	M	10P-11P		:30	\$1,900.00	10/01-10/01	1	1	1	\$1,900.00	
				Buyline Comment: HAWAII 5-0								
	*36	TU	8P-9P		:30	\$12,000.00	10/02-10/02	1	1	1	\$12,000.00	
				Buyline Comment: NCIS								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								
	*37	TU	9P-10P		:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
				Buyline Comment: NCIS								
				Sales Remark: V3 REVISION								
				V3 Program Name Change, Comment Changed								
	*38	TU	10P-11P		:30	\$1,300.00	10/02-10/02	0	0	0	\$0.00	
				Buyline Comment: UNFORGETTABLE								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*39	W	9P-10P		:30	\$8,500.00	09/26-09/26	1	1	1	\$8,500.00	
				Buyline Comment: CRIMINAL MINDS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*40	W	10P-11P		:30	\$2,000.00	09/26-09/26	0	0	0	\$0.00	
				Buyline Comment: CSI NY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*41	TH	8P-9P		:30	\$2,200.00	09/27-09/27	1	1	1	\$2,200.00	
				Buyline Comment: BANG/RULES								
				Sales Remark: V3 REVISION								
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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*42	TH	9P-10P		:30	\$2,300.00	09/27-09/27	1	1	1	\$2,300.00	
				Buyline Comment: PERSON OF INTEREST								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*43	TH	10P-11P		:30	\$2,300.00	09/27-09/27	0	0	0	\$0.00	
				Buyline Comment: PERSON OF INTEREST								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*44	F	9P-10P		:30	\$1,400.00	09/28-09/28	1	1	1	\$1,400.00	
				Buyline Comment: MADE IN JERSEY								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*45	F	10P-11P		:30	\$4,000.00	09/28-09/28	1	1	1	\$4,000.00	
				Buyline Comment: BLUE BLOODS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*46	SA-SU	11P-1135P		:30	\$350.00	09/29-09/30	1	1	1	\$350.00	
				Buyline Comment: 11P NEWS WKD								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*47	SA	5A-7A		:30	\$75.00	09/29-09/29	0	0	0	\$0.00	
				Buyline Comment: CBS SAT AM								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*48	SA	1230P-4P		:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
				Buyline Comment: SEC FOOTBALL								
				Sales Remark: V3 REVISION								
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	*49	SA	5P-7P		:30	\$175.00	09/29-09/29	1	1	1	\$175.00	
				Buyline Comment: WKD NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*50	SA	8P-9P		:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
				Buyline Comment: CRIMETIME								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*51	SA	9P-10P		:30	\$450.00	09/29-09/29	0	0	0	\$0.00	
				Buyline Comment: CRIMETIME								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*52	SA	10P-11P		:30	\$900.00	09/29-09/29	1	1	1	\$900.00	
				Buyline Comment: 48HR MYSTERY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*53	SU	5A-6A		:30	\$75.00	09/30-09/30	1	1	1	\$75.00	
				Buyline Comment: EYE WASH/WSJ								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*54	SU	6A-630A		:30	\$135.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*55	SU	630A-8A		:30	\$850.00	09/30-09/30	1	1	1	\$850.00	
				Buyline Comment: CBS SUN AM								
				Sales Remark: V3 REVISION								
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	*56	SU	8A-830A		:30	\$225.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 8A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*57	SU	830A-930A		:30	\$400.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: FACE THE NATION								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*58	SU	930A-10A		:30	\$175.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*59	SU	10A-1P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: NFL 10A								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*60	SU	1P-4P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: NFL 1P								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*61	SU	5P-7P		:30	\$225.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*62	SU	7P-8P		:30	\$3,750.00	09/30-09/30	1	1	1	\$3,750.00	
				Buyline Comment: 60 MIN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								

Rep Order# 8841952 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 36949

Printed: 08/10/2012 9:34 AM  
Last Received: 08/10/2012 7:46 AM  
Showing Buylines: All Lines

10 of 11

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 09/26/2012 - 10/02/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*63	SU	8P-9P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: AMAZING RACE								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*64	SU	10P-11P		:30	\$5,750.00	09/30-09/30	1	1	1	\$5,750.00	
				Buyline Comment: THE MENTALIST								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*65	M-TU	137A-207A		:30	\$30.00	10/01-10/02	1	1	1	\$30.00	
				Buyline Comment: ELECTRIC PLAYGROUND/ET								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

---REPORT TOTALS---

Report Totals: 95 / \$77,265.00

---SALES MONTHLY TOTALS---

Sep 12: 55 / \$46,060.00 Oct 12: 40 / \$31,205.00

Sales Totals: 95 / \$77,265.00

Station Totals: 95 / \$77,265.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$257,550	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+